



"Sustainable Solutions in Catering's
Final Stretch: Innovations for a
Greener Future"

dlivrd
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Agenda

- I. Background
- II. Environmental Impact When Expanding
- III. Addressing Carbon Footprint
- IV. Transparency is Key
- V. Case Studies
- VI. Q&A

Last-Mile & Sustainability Intertwined

- According to *Forbes*, the logistics and technology sector is responsible for more than a **third** of carbon dioxide emissions.
- OneRail says supply chain greenhouse gas emissions typically make up **80%** of a retail company's total emissions.
- The green technology market is expected to grow to nearly **\$417.35 billion** by 2030.
- Additionally, last-mile delivery demand is slated to increase by **78%** in 2030.

Environmental Impact on Expansion

Downsides:

- Increased resource consumption.
- Carbon emissions for traveling/drivers on platform.
- Harm to local habitats/ecosystems.
- Reputation damage.
- Waste generation.

Environmental Impact on Expansion (cont'd)

Why does this need addressing?

- Business goals should be aligned with environmental responsibility.
- There are consumer AND regulatory trends favoring sustainable practices.
- Brand image and conscious consumption!

Addressing Carbon Footprint: Production

Mitigating Solutions:

- Sustainable supply chain.
- Energy efficiency in location(s).
- Waste reduction
- Green building practices.
- Carbon offsetting
 - B-Corp partnerships - Ecologi
- Support local organizations - start small and work your way up!

Addressing Carbon Footprint: Transportation

Best practices:

- Smart routes optimized for fuel efficiency.
 - Frederick, dliard's AI technology.
- Alternative fuel sources and/or electric vehicle fleet.
- Micro-fulfillment centers.
- Customer education!

Flexibility:

These can be utilized for both in-house and third-party delivery systems.

Be Open and Honest...

- Monitor and track offsets and overall environmental performance.
 - dlivrd Expedite portal, clients can track their own impact.
- Update stakeholders, customers, and internal employees on progress towards sustainability goals!
- Transparency is key.
 - Offset any business travel in addition to company fleet travel.

...But Don't Overstate!

- **Steer clear of greenwashing!**
 - Erodes trust and credibility.
 - Leads to customer disillusionment.
 - Potential legal implications.
 - Loss of business to competitors.
 - Undermines actual sustainability efforts of others!

Sustainability is more than just a buzzword or marketing strategy!

Case Studies

- ezCater - partnership with Replate to eliminate food waste and combat food insecurity.
- CookUnity - reusable packaging, sanitized and reused for catering orders.
 - Chefs only cook what they've already sold.
- LUX in Salt Lake City - keeps food scraps and leftovers from events out of landfills by recycling them into fertilizer!



Key Takeaways

- I. Last-mile and sustainability need to coexist.
- II. Inevitable environmental effects of expansion - explore methods to offset carbon footprint.
 - A. Solutions are scalable.
- III. Stay away from greenwashing!
- IV. Do your homework on what other companies are doing in their sustainability journeys!

Q&A